

An Ounce of Prevention: Communicating the Benefits and Risks of Vaccines to Parents

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Parents' perceptions

- Think too many immunizations may weaken children's immune system:
25%
- Believe children get more immunizations than necessary:
23%

Gellin BG et al. *Pediatrics*. 2000;106(5):1097-1102.

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Perceptions of drug companies

- What % of Americans believe that each of these are 'honest'?
 - Tobacco companies
 - Oil companies
 - Used car sales companies
 - Pharmaceutical companies

About 14% for all of these

3

70% of Americans believe that pharmaceutical companies put profits ahead of patients.

Research America (Harris Interactive)

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2003 NIS Parental Concerns Module

- >2,000 parents of 19-35 mo olds interviewed at the end of 2003
- 17% reported delaying ≥ 1 vaccine
- Which vaccine(s)? Among those who delayed: Vzv 38%, MMR 32%, DTaP 30%, Hib 18%, Hep B 13%

Phil Smith, et al

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Among parents who delayed...

- Reasons:
 - Having an ill child 37%
 - Vaccine safety concern 29%
- Sought info about their decision from a doctor/ Internet:
 - Having an ill child 92%/ <1%
 - Vaccine safety concern 72%/ 17%

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Health care providers are still a top source of health information

- 87% of parents said health care provider was 1 of top 3 sources of health information
- Best predictor of parents asking ?s was their rating of adequacy of physicians' responses to previously asked ?s

Am J Health Behav 2005 Jan-Feb;29(1):81-92
Injury Prevention Vol 1, Issue 4 pages 223-227 7

Parents who felt they **did not** have access to enough info were more likely:

- To disagree that their child's main healthcare provider is easy to talk to
- To **be less confident in the safety of** childhood vaccines

Am J Prev Medicine Vol 29, Issue 2, August 2005, p 105-112 8

Outline for this talk:

1. Communicating in offices about vaccines - some of the evidence
2. Exercise - developing "scripts"
3. Tips on communication
4. What every parent needs to know
5. Tools

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Communicating With Parents in the Office



Encounter Times (mins) for 164 Well Visits (≤ 24 mos. old)

25th% Median 75th %

Primary care provider 10.6 16.3 21.7



Vaccine discussion 0.9 1.9 3.8

Other health 5.8 9.5 12.2

LeBaron, et al, Arch Pediatr Adolesc Med 1999;153:1154-59. ¹¹

“What Do Parents Want?” *The Parent Focus Groups*



Cross, Davis, Arnold, et al
J Investig Med 1999;47:112a

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Summary of 14 parent groups-6 cities

- Wanted primary provider to **personally** tell them risk & benefits of each vaccine
- Wanted providers to respect that “my **child is the most important** thing to me”
- Wanted **risk info** as a matter of respect
- Preferred **easy, to-the-point** info
- Requested verbal **and** written info

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Questions parents want answered

- What vaccines will my child have?
- Why so many?
- What diseases do they prevent?
- What are the common, mild side effects, and how do I manage them?
- What are the severe risks? (brief)
- What is the overall schedule and when is the next vaccine?

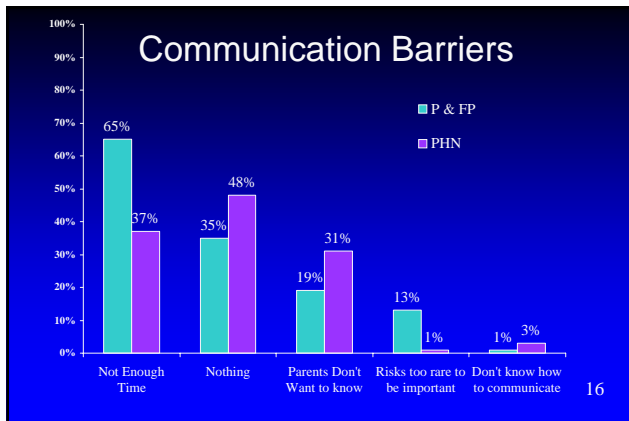
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What Is Happening in Offices? *The Mailed Survey to Health Care Professionals*



Davis, Fredrickson, Arnold, et al
Pediatrics. 2001;2(107):e17a

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Verbal Communication

	<u>P & FP</u>	<u>PHN</u>
Immunization Schedule	74%	80%
Common Side Effects	72%	82%
Health Benefits	62%	67%
Severe Side Effects	61%	69%
Contraindications	47%	75%
NVICP	11%	21%

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Written Materials for Parents

	<u>VIS</u>	<u>None</u>
Pediatrics	69%	5%
Family Practice	72%	9%
Public Health Nurses	95%	1%

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How Can We Improve Vaccine Communication in the Office?

The Pilot Study



Davis, Fredrickson, Bocchini, et al
Ambulatory Pediatrics 2002;2:193-2000

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Methods

- 2 pediatric practices in Shreveport, LA
- Summer 2000
- 208 well-baby visits observed
 - 130 pre-intervention
 - 78 post-intervention

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The Intervention

- Office in-service by local leader
- Materials:
 - Exam room poster inviting parent questions
 - Information handout for providers
 - Pre-immz booklet for parents

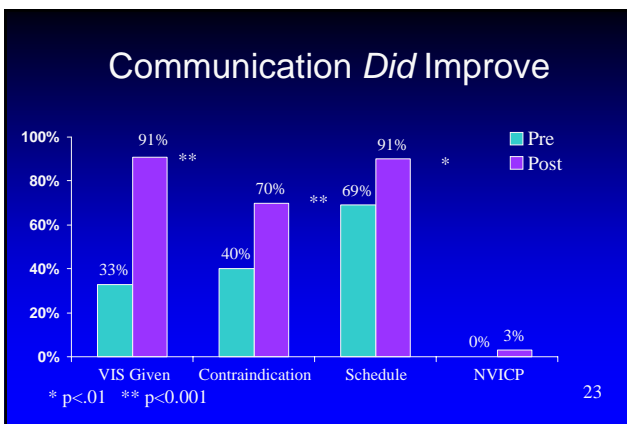
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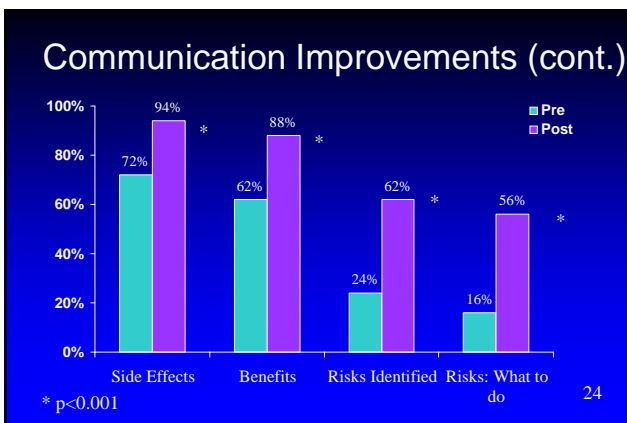
7 QUESTIONS PARENTS NEED TO ASK ABOUT BABY SHOTS

1. What shots will my child get this visit?
2. Why should my child get these shots?
3. Is there any reason I should not give my child these shots?
4. What side effects could my child have?
5. What should I do if my child has a side effect?
6. What should I do if my child has a severe side effect?
7. When is my child's next shot?

1-2 MONTHS 4 MONTHS 12 MONTHS 15 MONTHS 4-6 YEARS 11-12 YEARS

Please take one:





How much more MD time did it take?

	<u>Mean</u>	<u>Range</u>
Pre	36 sec	0– 6.25 min
Post	56 sec*	0--4.5 min

* $p < 0.03$

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Exercise: Developing “scripts”

- Read the hand out
- Write 1-3 sentences that capture the important essence (what you would say to a parent)
- I'll ask for volunteers to read theirs aloud in 5 minutes

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Outline

1. Communicating in offices about vaccines - some of the evidence
2. Exercise - developing “scripts”
3. **Tips on communication**
4. What every parent needs to know
5. Tools

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Whole Brain Teaching

- Emphasis on **active learning** -- learner makes connections that tap both hemispheres
- Managing the **emotional climate** -- to reduce “primal thinking” that occurs during distress
- **Images** are basis for comprehension

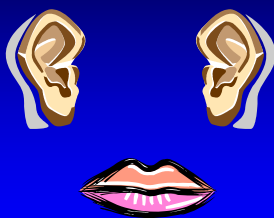
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Whole Brain Teaching

- Emphasis on **active learning** -- learner makes connections that tap both hemispheres
- Managing the **emotional climate** -- to reduce “primal thinking” that occurs during distress
- **Imaging** is basis for comprehension

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Two ears, one mouth



Listen for concerns

Ask for questions

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Systems Approach to Communication

- Written materials
 - Provide VIS *before* vaccines are administered (see www.immunize.org)
 - Use booklets & contraindication screening sheets to streamline communication
- Verbal messages: Up-to-date and succinct
- Teamwork
 - Agree on specific vaccine communication tasks for receptionist, nurse, physician
 - >1 person asks for parents' questions

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Be sure to give the VIS

- Most up-to-date
- Multi-vaccine
- Many languages
- www.immunize.org



Whole Brain Teaching

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90% of parents were classified into 1-of-4 distinct parent groups:

1. "Vaccine Believer"- convinced of the benefit of vaccination
2. "Cautious" - high emotional investment in their child
3. "Relaxed" - less involved parenting style, some skepticism about vaccines
4. "Unconvinced" - distrust of vaccinations and vaccination policy

Vaccine. 2005 Mar 31;23(19):2486-93.

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Good communication

(This takes energy that I don't expend every day)

- Listening with curiosity and non-judgmental attitude
- Putting aside our motivation to seem smart, "be right", "win"
- Matching what the family needs



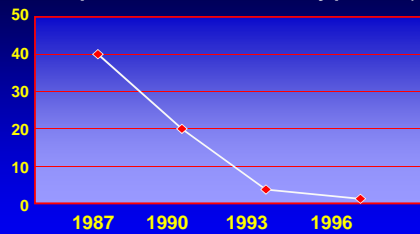
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Whole Brain Teaching

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It's all personal: Vaccine protection from *Hemophilus influenza* type b (Hib)



Estimated annual incidence of invasive Hib per 100,000 Children < 5 years of age, 1987-1996

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Discussion:

What do you think are key tips to good communication?

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What every parent needs to know

- Waiting is a conscious choice to stay vulnerable to disease
- A little epidemiology

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Establishing cause requires information in all four boxes

A hypothetical news story

Vaccination

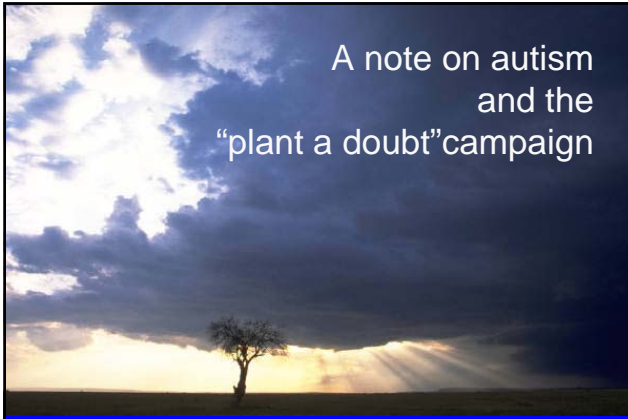
		Illness or Syndrome	
		Yes	No
Vaccination	Yes	"95% of kids with autism received MMR"	
	No	"Only 5% of kids with autism did not receive MMR"	

Establishing cause requires information in all four boxes

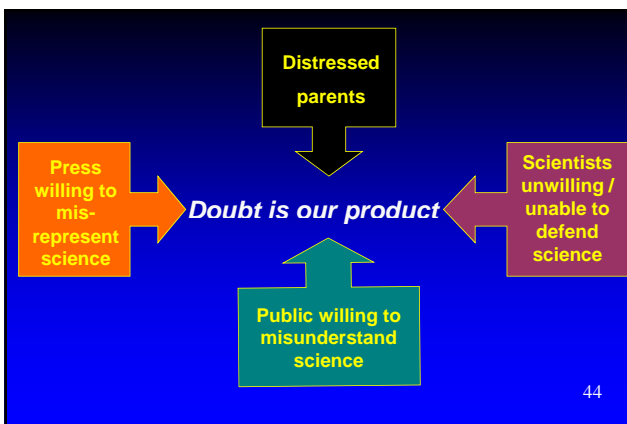
A hypothetical news story

Vaccination

		Illness or Syndrome	
		Yes	No
Vaccination	Yes	"95% of kids with autism received MMR"	95% of "normal" kids received MMR
	No	"Only 5% of kids with autism did not receive MMR"	Only 5% of "normal" kids did not receive MMR




A note on autism and the “plant a doubt” campaign



Offit, Paul A (2008)
Autism's False Prophets: Bad Science, Risky Medicine, & the Search for a Cure
Columbia University Press


*My prediction:
Vaccines will be blamed
until we know how to
prevent autism*



A Few Great Tools

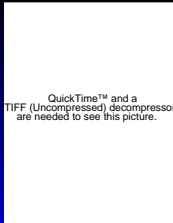
CDC National Center for Immunization
& Respiratory Diseases

- Call the hotline at 800-232-4636
(800-CDC-INFO)
- Email questions to nipinfo@cdc.gov
- See <http://www.cdc.gov/vaccines/>



The Pink Book

- <http://www.cdc.gov/vaccines/pubs/pinkbook/default>
- To download go to
<http://www.cdc.gov/vaccines/pubs/pinkbook/default.htm#download>
- To order go to
http://bookstore.phf.org/product_info.php?products_id=552

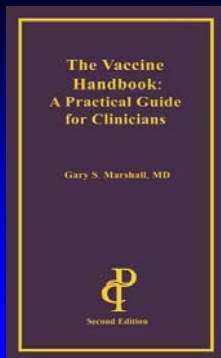


QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

NGO Immunization Websites

- Allied Vaccine Group www.vaccine.org
 - Immunization Action Coalition (IAC)
 - Vaccine Education Center of Children's Hospital of Philadelphia (CHOP)
 - National Network for Immz. Information (NNii)
 - American Academy of Pediatrics (AAP)
- Vaccine Safety Institute www.vaccinesafety.edu

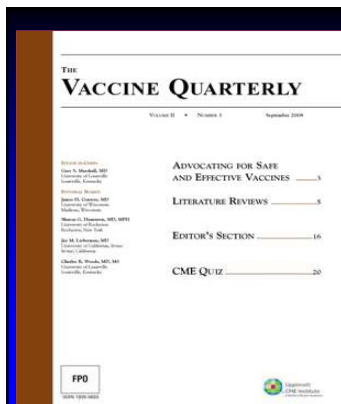
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Web site for TVH is:
https://www.pcibooks.com/book_info.php?id=49

- Authoritative, user-friendly guide to vaccination for health care professionals
- Easy to navigate yet replete with up-to-date information
- Info on vaccine infrastructure, standards and regulations, business aspects of vaccine practice, general recommendations, schedules, special circumstances, and how to address a patient's concerns about vaccines
- New edition due out in 2009

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Web site for TVQ is:
www.vaccinequarterly.com

4 CME activities are available through TVQ each year (2 AMA PRA Category 1 Credits™ per issue for a total of 8/yr)

This CE activity is supported by an unrestricted educational grant from Merck & Co., Inc with additional educational grant support from MedImmune Inc.

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Other books by Paul Offit

Vaccinated: One Man's Quest to Defeat the World's Deadliest Diseases.

The Cutter Incident: How America's First Polio Vaccine Led to the Growing Vaccine Crisis.

Vaccines: What You Should Know, (third edition)

Breaking the Antibiotic Habit: A Parent's Guide to Coughs, Colds, Ear Infections, and Sore Throats.